
Name of Organization: Center for Great Lakes Environmental Education

Type of Organization: Other

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Program Partnerships

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Project Title: Lake Erie Beach Sweep Enhancement/Expansion

Project Category: Emerging Issues

Rank by Organization (if applicable): 0

Total Funding Requested (\$): 35,200 **Project Duration:** 2 Years

Abstract:

The Lake Erie Beach Sweep occurs every September as part of the Center for Marine Conservation's (CMC) International Coastal Cleanup. For the last 12 years, Buffalo environmentalist Sharen Trembath has been organizing the Lake Erie portion. In 1998, more than 2,000 of Trembath's volunteers -- aged 3 to 91 -- picked up nearly 70,000 pounds of trash. Each piece of garbage is logged and entered into a CMC database, which helps contribute to policy and legislation to control marine debris. This database and data collection process have the potential to be a useful educational tool. As the 2000 event approaches, Trembath has requested the Center for Great Lakes Environmental Education (CGLEE) to adopt Beach Sweep as one of its programs. It is hoped CGLEE's 501c(3) not-for-profit status will enable grant funding to expand the project's reach and ensure its continuation when Trembath eventually steps down as head organizer. This project has three goals: 1) expand the reach of Beach Sweep in Western New York State to cover more of Lake Erie and Lake Ontario; 2) help spread the Beach sweep message throughout the Great Lakes region, and 3) encourage teachers to incorporate Beach Sweep volunteerism and data collection into their class units.

Geographic Areas Affected by the Project

States:

<input type="checkbox"/> Illinois	<input checked="" type="checkbox"/>	New York
<input type="checkbox"/> Indiana	<input type="checkbox"/>	Pennsylvania
<input type="checkbox"/> Michigan	<input type="checkbox"/>	Wisconsin
<input type="checkbox"/> Minnesota	<input type="checkbox"/>	Ohio

Lakes:

<input type="checkbox"/> Superior	<input checked="" type="checkbox"/>	Erie
<input type="checkbox"/> Huron	<input checked="" type="checkbox"/>	Ontario
<input type="checkbox"/> Michigan	<input type="checkbox"/>	All Lakes

Geographic Initiatives:

<input type="checkbox"/> Greater Chicago	<input type="checkbox"/> NE Ohio	<input type="checkbox"/> NW Indiana	<input type="checkbox"/> SE Michigan	<input type="checkbox"/> Lake St. Clair
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Primary Affected Area of Concern: Not Applicable

Other Affected Areas of Concern: Buffalo River, NY
Eighteen Mile Creek, NY
Niagara River, NY
Presque Isle Bay, PA

For Habitat Projects Only:

Primary Affected Biodiversity Investment Area:

Other Affected Biodiversity Investment Areas:

Problem Statement:

This proposal addresses three problems:

First, individuals and businesses do not take responsibility for their garbage, and they use Great Lakes shorelines and tributary streams as dumping grounds for everything from construction debris to old tires. The Lake Erie Beach Sweep annually cleans up trash on the Western New York shoreline, making it cleaner and safer for humans, fish and wildlife.

Second, the Lake Erie Beach Sweep is entering its 12th year with the same chief organizer. All of the recruitment of loyal sponsors and volunteers has been due, largely, to her volunteer efforts. As she begins to contemplate retiring from this post, the Beach Sweep needs to secure its future.

Third, the lake Erie Beach Sweep covers the 95 miles of New York shoreline from Presque Isle, PA, to Niagara Falls, NY. Much of New York's Lake Ontario shoreline remains to be covered, as do inland rivers and streams. But, the reach of Beach Sweep is limited by the effort that one volunteer organizer can afford to spend in her spare time.

Sharen Trembath has had a long association with the Erie County Environmental Education Institute (the parent of CGLEE), having received annual grants of \$250 to help with purchase of materials, and having relied on the mail services of Erie County, one of CGLEE's main supporters. Based on this history, she has entrusted CGLEE to take on the annual cleanup as one of its continuing programs.

Proposed Work Outcome:

Funding for the Lake Erie Beach Sweep Enhancement/Expansion will achieve four outcomes:

1. It will expand the reach of Beach Sweep in Western New York:

Funding will go toward paying a part-time Beach Sweep organizer (initially Sharen Trembath), thus ensuring that more time and effort can be devoted to recruiting new volunteers in areas of New York shoreline not yet covered. Enhanced recruitment will aim specifically at K-12 students and teachers.

2. It will help spread the Beach Sweep message throughout the Great Lakes Region:

Funding will pay for construction of a Beach Sweep web site that will: a) help the project link up with similar efforts on other Great Lakes (eg. CGLEE's Subcenter in Milwaukee, WI, participates in a sister cleanup); b) make detailed, localized Beach Sweep data (i.e. numbers, types and sources of items picked up) readily accessible to teachers, students and concerned citizens, and c) through networking, encourage establishment of more Beach Sweep projects on other lakes.

The site will be part of CGLEE's umbrella site (www.greatlakesed.org), and it will link to other related sites such as the Center for Marine Conservation's Coastal Cleanup site and the Great Lakes Information Network.

3. It will encourage teachers to incorporate Beach Sweep projects into their class units:

Funding will pay for research and development of an outreach program to Buffalo and area schools that will help teachers incorporate the Beach Sweep project -- and the principles behind it -- into the environmental units in the curriculum. For example, funding will pay for a) investigation of whether and how teachers could make use of Beach Sweep curriculum units, and 2) development of these units, along with teacher training workshops through CGLEE. If this proves successful, outreach can be expanded beyond the Buffalo area.

4. It will help ensure the continued future of the Lake Erie Beach Sweep and the protective benefits it brings to Great Lakes wildlife in Western New York.

Project Milestones:

Dates:

Project Start (without funding)	03/2000
Funding begins	06/2000
Web site development begins	06/2000
Lake Erie Beach Sweep	09/2000
Recruiting for 2001, start curriculum	10/2000
Web site fully operational	10/2000
Expansion to L. Ont./ School programs	09/2001
Project End	06/2002

☒ Project Addresses Environmental Justice

If So, Description of How:

The Lake Erie Beach Sweep includes students in university, college, high school and elementary schools. In all more than 60 community organizations participate. People from many walks of life, races and economic backgrounds are brought together annually in a common project: cleanup of their local beaches. Beach Sweep days have a history as outings that bring together individuals within families and families within communities -- without regard for the race, social or economic status -- to share in a project that has measurable and visible environmental benefits.

☒ Project Addresses Education/Outreach

If So, Description of How:

The education component of the project will build upon the Center for Marine Conservation's educational components on Coastal Cleanup. This project will tailor its approach to the Great Lakes region and Western New York in particular. Thus, educational materials will be more meaningful to Great Lakes students and teachers. The end result should be students and teachers with increased awareness of the need to take individual responsibility for refuse, and with the practical and social skills to make that happen.

Education outreach will consist of the following:

1. Recruitment of student and teacher Beach Sweep volunteers
2. Assessment of demand for specific Beach Sweep curriculum components
3. If demand exists, development of class units and teacher training to impart social and practical skills aimed at reducing debris in natural areas
4. Through enhanced Beach Sweep participation, increased general awareness of the need to save Great Lakes beaches and their inhabitants from human trash
5. Improved accessibility and expanded applicability of Beach Sweep data bases in a way that helps train students in the collection and interpretation of data

Project Budget:

	Federal Share Requested (\$)	Applicant's Share (\$)
Personnel:	29,200	0
Fringe:	4,500	0
Travel:	1,500	0
Equipment:	0	6,000
Supplies:	0	4,000
Contracts:	0	0
Construction:	0	0
Other:	0	2,000
Total Direct Costs:	35,200	12,000
Indirect Costs:	0	0
Total:	35,200	12,000
Projected Income:	0	0

Funding by Other Organizations (Names, Amounts, Description of Commitments):

The Lake Erie Beach Sweep receives incalculable value in materials, publicity and administrative support through in-kind contributions and sponsorships. In 1998, 23 separate organizations provided aid. These included:

Center for Marine Conservation: Garbage Bags -- \$800 (est.)

Local governments, CID Refuse, B.F.I., Modern disposal: Collection and disposal -- \$800 (est.)

Buffalo News, Adelphia Cable, Wegmans, TOPS: Advertising -- \$2,000 (est.) (This does not include national magazine ads publicizing the International Coastal Cleanup, from which the Lake Erie Beach Sweep benefits)

The BRITA Company: Volunteer incentives -- \$20 per volunteer

NY DEC: Certificates of appreciation

Erie County Department of Environment and Planning: postage -- \$700

Description of Collaboration/Community Based Support:

Following are some of Lake Erie Beach Sweep's sixty-plus local collaborators:

Aquarium of Niagara

Audobon Society

Brownie Troop 320

Buffalo Museum of Science

Buffalo State College

Channel 5 Public Access

Various Boy Scout, Girl Scout and Cub Scouts Packs

Dunkirk Schools

Grand Island High School

Great Lakes program, University of Buffalo

Hamburg H.S. Environment Club

Highland Elementary School

League of Women Voters

Sea Grant/University of Buffalo

St. Elis Seaton CYO

St. Vincents Religious Ed.

Tiger Cubs Troop 528

Tift Nature Preserve